







The health of the ocean and coasts is intrinsic to any coastal or ocean-based tourism. People travel to enjoy the beach, the ocean and the experiences they can have there. Tourism needs to move forward with respect for local residents and present itself as an opportunity for their communities to generate income.

GLORIA FLUXÀ THIENEMANN, VICE-CHAIRMAN & CHIEF SUSTAINABILITY OFFICER AT IBEROSTAR GROUP







Jeremy Smith Tourism Declares

Jonathon Counsell International Airlines Group

Gloria Fluxa Iberostar

Peter Lacy Accenture

y Intrepid Grou

Gianni Marostica <sub>Google</sub>

Dr. Jesko Neuenburg Accenture

Julia Simpson World Travel and Tourism Counci

Darrell Wade Intrepid Group





ONE
COMMITMENT,
THREE
STRATEGIC
PILLARS





















"When companies like Iberostar make an effort to use science-based targets for reef restoration at scale everywhere they operate, we begin to see a tipping point in favor of reef conservation".

JOHANNA CALLE
AME SCIENCE COORDINATOR

















"Waste is a human concept, waste doesn't exist in nature. The beauty of this is that we are part of the solution. So we need to reject waste as a concept and foster the circular economy."

ANA BARTOLOMÉ WAVE OF CHANGE PMO IN EMEA

























